

ABSTRACT OF THE DISCLOSURE

An organic EL display driving system and a mobile communication terminal used this system, in which the power consumption of the organic EL display is reduced without damaging the
5 visuality of the displaying contents on the organic EL display, are provided. The organic EL display driving system provides a measuring means that measures the amount of incident light to an organic EL display, which emits light spontaneously, from the outside, and a power supply voltage controlling means that controls the power supply voltage
10 for the organic EL display so that the power supply voltage is increased when the amount of the incident light is large, and the power supply voltage is decreased when the amount of the incident light is small.